



Promotional Strategies in the Tourism Industry. Analyse Study: DETA THERMAL SPA

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Abstract: *This study examines the promotional strategies employed in the tourism industry, with a focus on Deta Thermal Spa as a case study. The paper highlights the impact of marketing efforts in revitalizing businesses post-pandemic and emphasizes the importance of both online and offline promotional techniques. The study explores how targeted marketing strategies, including physical advertising, social media presence, and digital marketing, have influenced customer engagement and business growth. The findings suggest that a balanced combination of online and offline marketing strategies is essential for sustained success in the tourism sector.*

Keywords: *tourism promotion; marketing strategies; digital marketing; offline advertising; Deta Thermal Spa; consumer engagement; promotional campaigns; travel marketing.*

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1. Introduction

Tourism plays a crucial role in economic development, particularly in urban and regional areas. The success of a tourism-based business depends significantly on its promotional strategies. *Deta Thermal Spa*, a well-known tourist destination, offers a case study on how various promotional tactics can impact business performance. The COVID-19 pandemic posed challenges to the tourism sector, forcing businesses to reconsider their marketing approaches. This paper examines the promotional strategies implemented by *Deta Thermal Spa*, including the use of social media, offline advertising, and innovative marketing techniques, to attract visitors and sustain operations during and after the pandemic.

2. Presentation of Deta Thermal Spa

S.C. STRAND TERMAL DETA S.R.L., located in the city of Deta, at 22 Pădurii Street, Timiș County, is a swimming complex with both thermal and regular water, catering to all age groups. It also features a recreational area for those who do not wish to swim.

The financial situation of Deta Thermal Spa is as follows:

1st column represents the year;

2nd – Turnover;

3rd – Net Profit;

4th – Debts;

5th - Fixed Assets;

6th - Current Assets;

7th - Equity Capital.

	<u>Cifra Afaceri</u>	<u>Profit Net</u>	<u>Datorii</u>	<u>Active Imobilizate</u>	<u>Active Circulante</u>	<u>Capitaluri Proprii</u>
2021	360 311	56 142	14 114	8 781	66 304	60 971
2020	137 583	-30 323	37 794	14 046	28 576	4 828
2019	327 369	-17 552	9 015	22 509	21 657	35 151
2018	378 240	25 944	6 290	33 479	48 321	75 510
2017	371 144	28 848	8 524	40 599	17 491	49 566
2016	128 013	-31 986	27 968	32 810	15 875	20 717
2015	299 023	34 654	4 206	33 695	46 672	76 161
2014	178 861	-5 810	1 364	21 272	21 735	41 643
2013	171 750	-3 093	2 723	28 213	21 963	47 453
2012	232 736	9 257	6 503	36 295	29 465	59 257

Figure 1. Turnover

It can be observed that in 2020, the turnover was significantly lower compared to the other years. However, it made a strong recovery in 2021, thanks to promotional efforts and the improvement of the pandemic situation following the relaxation of restrictions.

In 2022, the goal is to increase turnover and profit for new investments through a combined marketing approach, integrating both offline and online strategies.

The thermal spa consists of:

- Ten cabins, each accommodating two people, with each bedroom featuring two individual beds and a private bathroom. These are illustrated in the figures below.



Figure 2. Accommodation Cabin Exterior



Figure 3. Accommodation Cabin Exterior Interior



Figure 4. Accommodation Cabin Bathroom

- A semi-Olympic pool, 25 meters long and 12.3 meters wide



Figure 5. Semi-Olympic Pool

- Two covered thermal water pools.



Figure 6. Indoor Pool

- Sun loungers and green space



Figure 7. Outdoor Sun Lounger Area

Tourists are welcomed at the entrance by friendly staff. The entrance also serves as the reception area, which is equipped with a waiting space. Dining is categorized into two types:

1. Lodged Clients

These clients have the option to choose between three daily meals or only breakfast. Meals are provided by the third-party catering company *BELLAVISTA* for an additional cost. *BELLAVISTA* is also based in the city of Deta.

2. Non-Lodged Clients

These clients have the option to bring food from home or cook for themselves. Each cabin is equipped with an electric stove, and there are designated outdoor spaces for barbecues. It is also worth noting that in the recreational area, visitors can purchase snacks and beverages, both alcoholic and non-alcoholic.

Below, the image illustrates the availability of green spaces for various activities such as football, group games, or relaxation, including stargazing and lounging on the grass.



Figure 8. Green Space

3. Promotional Strategies Used

The promotional strategies used by *Ştrand Termal Deta* include both online and offline promotion, each serving a specific purpose and importance.

Thus, *Ştrand Termal Deta* utilizes physical advertising materials for offline visibility (Figure 11) as well as digital marketing materials for online visibility (Figures 9 and 10), which are distributed across specialized websites, search engines, and professional networks (Figure 12).

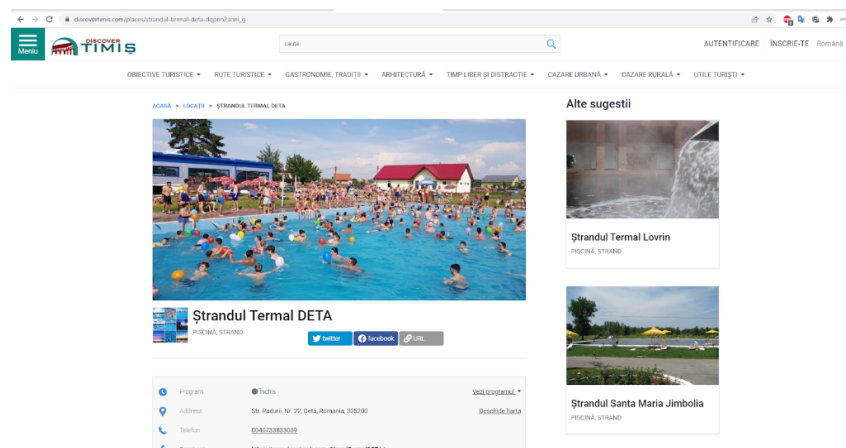


Figure 9. Specific Websites for Thermal Spas

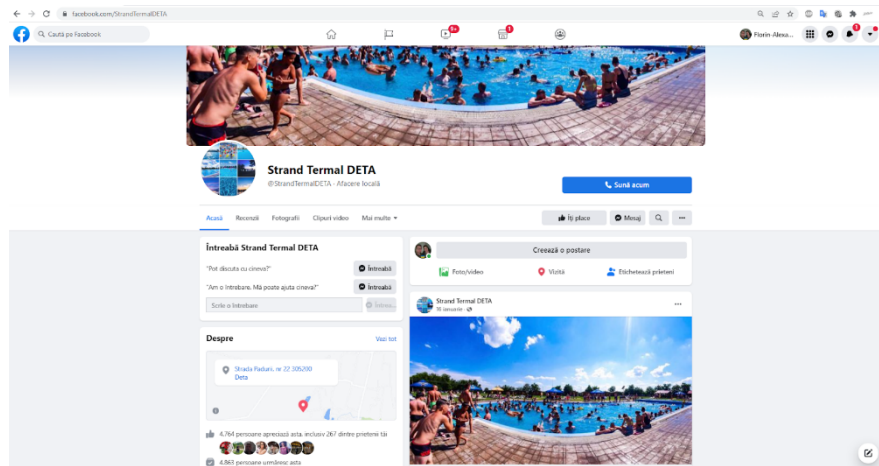


Figure 10. Ștrand Termal Deta Facebook Page



Figure 11. Billboard Banner

In Figure 11 above, an example of offline advertising can be seen—a banner located at the exit of the city of Deta. Additionally, there are various directional road signs specifically dedicated to guiding visitors to the thermal spa.

Online advertising has been carried out exclusively through specialized websites, the Facebook social network, location-based promotional ads on Google, Email Marketing, as well as Google Maps, where the location is displayed, and visitors can leave reviews.

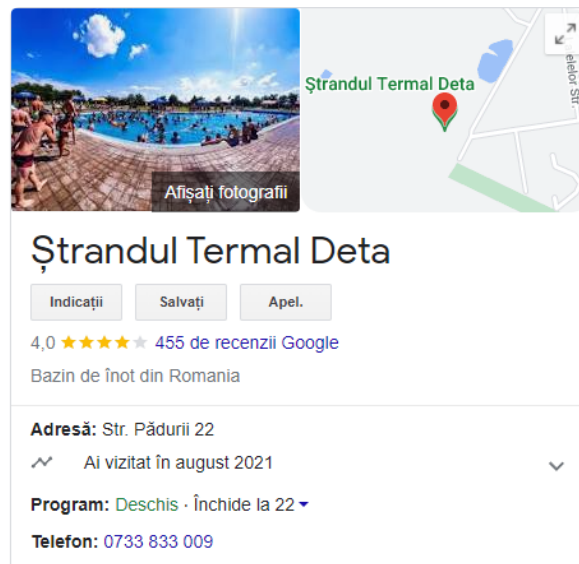


Figure 12. Google Maps Location

The lowest rating a person can give is 1, while the highest is 5. In the image above, it can be observed that the average rating given by visitors is 4 out of 5, which is an exceptional achievement for a business of this type.

The company has maintained a balanced approach between offline and online promotion, carrying out specific campaigns such as distributing flyers every Sunday at the Deta city market—a well-known market attracting a large and diverse number of visitors. Additionally, they have provided vouchers for various food and non-food products within the thermal spa, effectively enticing existing customers to return.

All these strategies have contributed to increasing the notoriety of *Ștrand Termal Deta* and strengthening its brand identity. However, the COVID-19 pandemic negatively impacted the effectiveness of advertising.

During the pandemic, the owners of *Ștrand Termal Deta* adapted their approach by offering services to small groups to compensate for the lack of individual clients. The tourism industry, in general, had to rethink promotional strategies to attract customers by ensuring a safe and relaxing environment.

The most innovative promotional solution was the organization of activities, training sessions, team-building events, and specialized events as part of various projects, particularly for individuals and organizations requiring venues for activities financed through European funds.

During the pandemic, Romanian legislation restricted gatherings to a maximum of 20 people indoors. As a result, companies sought larger, open-air venues to accommodate more participants and ensure optimal conditions for their events.

Additionally, relaxation activities for children from “Sfântul Nicolae” Technological High School in Deta and its affiliated general school were organized.

Despite the challenges, *Ștrand Termal Deta* successfully navigated the difficult period through its new strategy, ensuring a steady flow of customers. Most cabins were occupied throughout the year, with full occupancy on weekends and near-full occupancy on weekdays. The company also made efforts to schedule organized events primarily during weekdays to maximize the use of its facilities.

4. Conclusion

The promotional strategies adopted by *Deta Thermal Spa* have significantly contributed to its growth and visibility. By integrating offline and online marketing, the business has successfully attracted a broad audience and maintained its competitive edge. The use of physical advertisements,

online platforms, and targeted promotions has enhanced customer engagement and increased brand awareness.

Moreover, the ability to adapt marketing strategies during the pandemic ensured that the spa remained operational and continued to attract visitors. The implementation of group-oriented services, partnerships with local businesses, and specialized promotional events proved to be effective in maintaining a steady client base.

As tourism continues to evolve, businesses in the sector must remain flexible and innovative in their marketing approaches. Future research should explore the effectiveness of emerging promotional tools, such as AI-driven marketing and personalized customer experiences, in further enhancing tourism promotion.

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